

How to Make Benefits Easy to Understand

In an April 2016 poll of 2,105 employees receiving healthcare through their employer, half of employees (49 percent) described making health insurance decisions as “very stressful,” while 41 percent called the open enrollment process at their company “extremely confusing.”¹

The annual benefits renewal process is a huge focus for benefits managers, and employee communications are often an afterthought. Confusing information—or even too much information—adds to the stress of employee decision-making.

There’s a better way. It starts with CampaignBuilder.

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“We developed CampaignBuilder to provide employees with clear and concise messages, making their benefits information easy to understand,” says Margaret Gee, Vice President of Employee Communications at Alliant Insurance Services. “These cohesive materials take the burden off the benefits team and improve the benefits user experience for employees.”

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CampaignBuilder is Alliant’s suite of customizable Open Enrollment communications for employees. Employers have access to a variety of print and digital media: emails, postcards, posters, benefits guides, and presentations.

Alliant’s materials capture an organization’s culture and reinforce the company message. Employers choose from our extensive library of themes and photos. Simple language and consistent design reduce employee confusion and create high visibility of benefit materials. Turnkey templates make the materials ready in weeks, not months.

Communications made easy.

- Designed for clarity
- Developed along a strategic timeline
- Reflects the employer’s brand

Creative. Experienced. Engaged. Responsive.
That’s the Alliant difference.

1. shrm.org/resourcesandtools/hr-topics/benefits/pages/open-enroll-benefits-confusion.aspx